THE STATE AND GUIDELINES FOR STUDENT AFFAIRS MANAGEMENT OF SHANGHAI ART AND DESIGN ACADEMY PEOPLE'S REPUBLIC OF CHINA

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ABSTRACT
The objectives of this research to study the status of student affairs management and the guidance strategies of student affairs management; the research sample is students from the faculty of Handicrafts, Shanghai Vocational College of Arts and Crafts, People's Republic of China, and the sample size is expressed by Krejci and Morgan A total of 196 students were identified and sampled by grade. 8 interviewers were obtained from the interview target group based on purposive sampling. The research tools were questionnaires and interviews. The research results found students' evaluation of the overall and various aspects of student affairs management is at a high level; The guiding strategies for student affairs management as follows: 1) In terms of student status management, an intelligent system and online platform should be created to improve management efficiency and convenience 2) In terms of campus life management, an intelligent system and online platform should be created to improve management efficiency and convenience. 3) In terms of extracurricular activity management, strengthen training and support for student associations, improve the quality and diversity of extracurricular activities 4) In terms of reward and punishment management, build an online platform, strengthen training on rules and regulations, set up online complaint channels 5) Mental health and counseling, mental health lectures should be held frequently, the team building of professional psychological counselors should be strengthened 6) Employment and career planning In terms of management, increase practical courses and online resource platforms, organize lectures.
Keywords: Guidelines for Student, Affairs Management, People's Republic of China

INTRODUCTION

Since the 21st century, the globalization and rapid development of China's higher education have led to the rapid globalization and development of China's higher education. Higher vocational education has received a lot of attention. As China enters a new stage of development, industrial upgrading and economic restructuring continue to accelerate. Every career field needs an increasing number of technical personnel. Vocational education therefore plays an increasingly important role. (Announcement also Reform and development of national vocational education in China from the State Council of the People's Republic of China 2019, Issue 4), the whole amount Vocational colleges and student numbers have both increased greatly. But at the same time, problems keep coming.

Vocational college administrators must find management approaches that are appropriate to the new situation to solve problems, such as student affairs management problems. which is the most urgent mission Shanghai Vocational College of Arts and Crafts It is the only private institution of art and design education in Shanghai and is a higher vocational education institution in Shanghai. Who participated in the experiment of reforming China's education system and higher vocational education institutions in the city Shanghai participating in the design project "The second best project" of the Chinese government, the college was established by combining.

Between Shanghai College of Art and Design (founded in 1960) and Industrial Vocational College Shanghai Second Light (founded in 1979) with 6 faculties including the Faculty of Art and Design Faculty of Urban Design Faculty of Digital Arts Faculty of Visual Arts Faculty of Shaped Art Faculty of Art and Design From the background and importance of the said problem. The researcher is therefore interested in studying the conditions and management guidelines for student affairs. Faculty of Art and Design Shanghai Vocational College of Arts and Crafts People's Republic of China To serve as a guideline for improving and developing the management of Faculty of Art and Design students. effectively and keep up with future changes and educational institutions and related agencies The research objectives are 1) to study the management conditions of student affairs at the Faculty of Art and Design. Art Vocational College and Shanghai handicrafts People's Republic of China and 2) to study the student affairs management guidelines of the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China (Shanghai Vocational College of Arts and Crafts, 2023: 1)

LITERATURE REVIEWS

Student affairs management of Shanghai Art and Design Academy Student Status Management

Li (2022: 119-121) studied the management of student registration in adult educational institutions and found that student registration is a representative of students in educational institutions and is the main evidence for receiving education. Student registration management includes registering educational institutions and canceling registration of educational institutions. Evaluation and recording of educational information Student registration management involves the educational process that educational institutions go through during student learning from the start of their studies until they graduate. Student registration management also provides services to students and society until after graduation. Student registration management is an important part of higher education operations. It plays an important role in maintaining the rights and benefits related to education for students and society. It is of great importance for the development of educational institutions and the future growth of students.

Li and Fu (2022: 11-13) studied measures to increase the efficiency of student registration management in vocational colleges and found that The importance of student registration

management in vocational colleges lies in setting standards of behavior of educational institutions in order to maintain teaching order and support the development of higher education. Educational institutions should establish and improve registry management rules in accordance with laws and regulations to ensure accuracy. Student registration management concerns the interests and rights of each student and record information of the entire teaching and learning process which is important for student growth. Especially for vocational colleges Student registration management is not only an effective tool for controlling and promoting educational quality. But it also provides important protection and support for the development of high quality personnel compatible with the career needs of society.

Management of educational registration is one of the duties of educational institutions. It involves managing student status in universities according to various laws, regulations, and policies. It is related to many aspects. It is important to the identity, qualifications, and rights of students. It is of great importance to the development of educational institutions and students.

Management of life in educational institutions

Zhang and Liu (2019: 239-240) studied university efficiency management systems connected through the Internet of Things (IoT) and found that university efficiency management systems using Internet of Things technology It uses an STM32 microprocessor for data acquisition and processing, uses ZigBee to realize short-range and low-speed data transmission, and uses CDMA2000 to realize long-distance and high-speed data communication. By uploading data to the Internet of Things cloud platform for real-time monitoring. The system can improve university management efficiency and lay the foundation for building "Efficiency-based University"

Chen and Guo (2020: 227-229) studied the design and use of a performance management system for student living and found that Education and nurturing quality personnel and developing students' abilities are the country's top priorities. And wise management of universities is increasingly important for the development of society through the application of this system Students can be encouraged to enter intelligent life. Significantly improve life efficiency Improve the living environment and enable more students to use the information to receive scientific guidance in using the cards. Library borrowing Recruitment, etc. Results of performance analysis and results of performance recommendations Meanwhile For student administrators This system can make their management more convenient and students' decisions will be more scientific.

Intelligent management of student life is the use of information technology to realize the efficiency management and monitoring of all aspects of university life through the Internet of Things technology. Can improve the quality of teaching Improve the university's management ability. Create a comfortable living environment for students and provide convenient management tools for university administrators. The application of performance management systems in universities will help improve the management efficiency and service quality of universities. and promote the good development of the university as well

Managing extracurricular activities

Liu (2019: 11) studied "the management of extra-classroom activities in E-schools in Xingtai City, China" and found that the management of extra-classroom activities refers to the use of extra-classroom activity resources and management activity resources. Use theory and systematic methods to effectively plan, organize, conduct, and control activities outside the classroom. To achieve the goals of activities outside the classroom

Guo (2021: 10-11) studied the "status and strategies for managing activities outside the classroom of students in rural boarding schools" and found that managing activities outside the classroom means Proper allocation of resources in rural boarding schools according to educational regulations Through planning, organizing, leading and controlling educational activities outside the classroom to explore the goals of education. Note: The definition of

managing activities outside the classroom includes planning activities outside the classroom. Organization of activities outside the classroom navigating activities outside the classroom and controlling activities outside the classroom

Management of activities outside the classroom is an important component of management in educational institutions. The school will use administrative measures that are planned and systematic. Encourage students to participate

Managing rewards and punishments

Yan (2019: 164-166) has studied "Survey of the Path to Gentle and Creative Student Management" found that gentle management is one of the management principles that emphasize responding to the emotional needs of individuals. Stimulates responsibility and creativity in individuals. From a soft management perspective. We found that university student management often has inappropriate tendencies, such as "emphasizing control over elements and neglecting communication of ideas," "emphasizing hard management and neglecting soft management." Youth" "emphasizes systems of warning and sensationalism" that waste humanity. Educational value and the efficiency of student management in universities

Fu (2019: 87-90) has studied "The perfection of the student reward and punishment system in universities from the point of view of management and education" and found that the determination of student reward and punishment measures is an important tool in personnel administration and development. At this time, operations. There are still some shortcomings in the rewards and punishments of university students, such as human-based work in terms of thought, tools, and operations. The determination of reward and punishment measures for students in universities may not fully reflect the power of education. Giving importance to following the law and doing it in a direct and correct way, paying attention to students and making adjustments correctly and appropriately. Reform and innovation and standardization of traditional operations and place importance on the learning environment and overall development. By starting with the scholarship system for the value of learning. Evaluation method Rights and duties in operating according to the law and the process of correcting abnormalities

Managing the reward and punishment system in a university is an important part of student management in a university. It is important to promote standards of student behavior and promote comprehensive student growth. In this administration, attention should be paid to concepts emphasizing the humanities. Use gentle management to promote innovation and unity in the reward and punishment system. To be able to provide effective educational services and better support the all-round development of students.

Mental health management and counseling

Ding (2019: 298-299) studied the "application of group psychological counseling to study the mental health of college students" and found that due to the rush of life and the pressure of studying and working, climb These elements cause university students to suffer from many forms of mental problems. In such a context Group psychological counseling can help students solve their psychological problems and lead them to see the world in a positive light and have an encouraging attitude in life Over the years Group psychological counseling has been used more widely to study the mental health of university students.

Li (2021: 185-186) studied "Research on Mental Health Counseling Strategies for Middle School Students" and found that the study of mental health is a systematic curriculum and goes into Various subjects and processes To provide students with psychological guidance that is tailored to their individual needs. A student's mental state has a major impact on their physical health and learning outcomes. However, in reality, But nowadays the mental health situation of students often faces problems. Teachers should pay attention to the psychological uniqueness of students at the secondary school level. Understand their psychological state

Study strategies for psychological guidance to increase efficiency in providing psychological advice and create a positive and bright state of mind for students in mental health counseling Emphasis should be placed on observing the mental state of students. Using methods such as Opening a mental health course Psychological counseling and group psychological counseling. This can help students receive emotional support and assistance and encourage students to develop well-rounded and be happy which is important for the physical and mental health of students and help increase the potential of students

Career management and career planning

Zhao (2020: 8-10) studied the matter. "Research on career planning of modern MBA students based on a survey and analysis of MBA students in Nanjing" found that career planning is the management that individuals make to determine the direction and development of their own careers. This is called career self-management. This level of management typically begins with scientific behavioral studies to apply to sociology and psychology to study how individuals design and manage their careers.

Zhou (2021: 8) has studied the matter. "New career planning for middle-aged people in the post-Covid-19 era" found that career planning is a process of studying and analyzing conditions that are of interest to oneself. Especially comprehensive analysis of a person's shortcomings. Concepts, values and abilities to understand the right path for career endeavors and through the determination of appropriate plans and actions to enable commanders to command according to the specified goals.

Employment management and career planning are vital to the career development of students and the enhancement of the quality of education provided by educational institutions. Go through career planning setting goals and actions Students can better plan their careers and achieve their career goals over time. Educational institutions must prioritize career planning education by providing appropriate support and relevant resources for students. To help students plan their careers and increase

From the literature review, the conceptual framework can be drawn as shown in Figure 1.
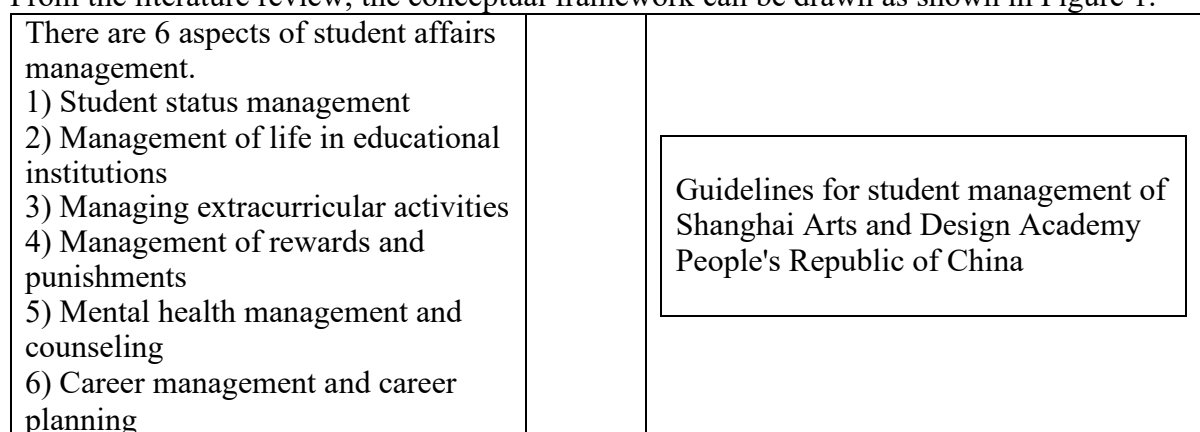
There are 6 aspects of student affairs management. 1) Student status management 2) Management of life in educational institutions 3) Managing extracurricular activities 4) Management of rewards and punishments 5) Mental health management and counseling 6) Career management and career planning		Guidelines for student management of Shanghai Arts and Design Academy People's Republic of China

Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

This research is a mixed methods research (Mixed Methods Research). The researcher conducted the research. It is divided into 2 phases as follows:

1) Study the management situation in student affairs of the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China The population and sample used in this research are students in the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China. A sample of 196 people was obtained by stratified random sampling (Stratified Random Sampling), using a questionnaire (Questionnaire) as a tool for collecting data. Scoring criteria using a 5-level Likert Scale,

confidence test (Cronbach's Alpha), overall has a value of 0.98, which considers the questionnaire to be reliable (Songsak Phusi-on. 2018: 71) Descriptive Statistics Analysis (Descriptive Statistics) Use mean and standard deviation to describe the data.

2) Study the guidelines for student affairs management of the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China The target group for the interview consisted of 8 people, including 1 dean, 1 secretary, 1 deputy dean, 2 teaching staff, and 3 students from the first to third year of each year level, obtained by selecting a form. Purposive Sampling, semi-structured interview by defining the content issues in each area to create a framework for interview questions regarding student affairs management guidelines for the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China

It comes from a questionnaire consisting of interviews in 6 areas. From survey research that used questionnaires in each area with the 3 lowest averages as a point of questioning. Analyze and interpret in the form of content analysis (Content Analysis).

Level of student opinions regarding the management conditions of student affairs at the Faculty of Art and Design, Shanghai Vocational College of Arts and Crafts. People's Republic of China Overall it was at a high level ($\bar{x}$ = 3.64, S.D. = 0.68). When considering each aspect, it was found that it was at a high level in every aspect. The aspect with the highest average was career management and career planning ($\bar{x}$ = 3.71, S.D. = 0.69), followed by reward and punishment management ($\bar{x}$ = 3.69, S.D. = 0.69), life management. in educational institutions ($\bar{x}$ = 3.64, S.D. = 0.73), management of extracurricular activities ($\bar{x}$ = 3.62, S.D. = 0.66), and management of mental health and counseling ($\bar{x}$ = 3.62, S.D. = 0.68), respectively. As for management Student status ($\bar{x}$ = 3.58, S.D. = 0.68) had the lowest mean. As shown in Table 1

Table 1 Mean and standard deviation according to students' opinions about management conditions. Student Affairs of the Faculty of Art and Design Shanghai Vocational College of Arts and Crafts People's Republic of China Overall and each aspect

Management conditions	Opinion level			
	$\bar{x}$	S.D.	Meaning	rating
1) Student status management	3.58	0.68	High	6
2) Management of life in educational institutions	3.64	0.73	High	3
3) Organizing extracurricular activities	3.62	0.66	High	4
4) Management of rewards and punishments	3.69	0.69	High	2
5) Mental health management and counseling	3.62	0.68	High	4
6) Occupation management and career planning	3.71	0.69	High	1
total average	**3.64**	**0.68**	High	

RESEARCH RESULTS

Respondents' Profiles and Studied Variables

Guidelines for student affairs management of the Faculty of Art and Design Shanghai Vocational College of Arts and Crafts, The People's Republic of China consists of 6 areas:

1) Student status management, there are development guidelines as follows. Build intelligent systems and online platforms to improve management efficiency and convenience responding to the diverse needs of students and improve overall service quality

2) Management of life in educational institutions, there are development guidelines as follows. Create channels to respond and cooperate with religious groups. To strengthen cultural activities and improve service quality

3) Management of extracurricular activities, there are development guidelines as follows. Strengthen training and support for student associations and improve the quality and variety of extracurricular activities. Create a comprehensive support system including management skills

training. Reward mechanism, etc. Organize regular seminars to promote student participation. Improved feedback efficiency and processing results and promote the improvement and development of activities

4) Management of rewards and punishments, there are development guidelines as follows. Create an online platform to strengthen training on rules and regulations Set up online complaint channels Strengthen communication with students and improve the effectiveness of the notification and delivery process through SMS notifications, push notifications, etc., to strengthen student engagement. Collect information and share experiences with other universities, creating channels for responding to policies. To strengthen exchanges and cooperation between institutions and established the Office of Student Affairs Launch of online appeal platform Support students Participate in representative elections and improve the level of reward and punishment management.

5) Mental health management and counseling, the development guidelines are as follows: Organize regular psychological assessment activities. Organize lectures on mental health Strengthen the team of psychological consultants at the professional level Promote the integration of health education into the field of study and strengthen cooperation with social mental health institutions and create new forms of mental health activities Anonymous counseling platform etc. to care about students' mental health conditions.

6) Occupation management and career planning, the development guidelines are as follows: Students will receive comprehensive advice on entrepreneurship. Add practical courses and online resource platforms, organize lectures, set up entrepreneurial laboratories to promote entrepreneurial activities and improve the practicality and scope of support for entrepreneurs. Create a career advisory system Introducing case analysis and career assessment Strengthen cooperation with various organizations Promote internships and career exchanges and provide more comprehensive employment guidance services for students.

DISCUSSION & CONCLUSION

From the results of the study of the management conditions in student affairs of the Faculty of Art and Design. Shanghai Vocational College of Arts and Crafts People's Republic of China The researcher has findings from the research study. The results were discussed as follows.

1) Conditions of student affairs management of Shanghai Vocational Arts and Crafts College People's Republic of China Overall it is at a high level. The aspect with the highest average was career management and career planning, followed by reward and punishment management. Management of life in educational institutions Management of extracurricular activities and mental health management and counseling, respectively. As for student status management, has the lowest average It may be because Administrators in vocational colleges have effective student affairs management. The management team is professional. The management system is of good quality. There is active interaction between teachers and students. There are increased opportunities and support for student participation as well as continuous improvements and enhancements. This is consistent with Liu Hongmei and Xia Jianchen (2023: 127-129) who said that student affairs management work of vocational colleges Students must be satisfied with the student management system. Relationships between students, instructors, and administrators must be developed so that students understand. Student affairs management work. This is consistent with Li Nan (2022: 87-89) who said that a professional management team is an important factor in improving the quality of student affairs management. And this is consistent with Zhao Qing (2022: 53-54) who said that a good management system has important benefits for managing student affairs. will make students understand The work of the educational institution was good and involved in various tasks. in educational institutions can be better

2) Guidelines for student affairs management of the Faculty of Art and Design Shanghai Vocational College of Arts and Crafts People's Republic of China as follows:

2.1) Student status management at the college A complete student status management system and standardized procedures have been established. There is a clear examination of procedures for managing student status and take a data-driven approach to managing student status. Use modern information technology to create a student status information system. To achieve electronic management of student status information and improve the efficiency and accuracy of data processing, in line with Zhang Jian (2023: 34-36) who said that student status management in colleges and universities under the new era this Students' personal information must be managed and other information related to student status are updated in a timely manner To ensure the completeness and accuracy of student information. The timely update and maintenance of student status information must be strengthened. Strengthen the management and services of student status changes, standardize the management and timely processing of suspensions, withdrawals, transfers, and changes in student status. and provide necessary guidance and support to students Strengthen student status certificate services Prepare a student status certificate Academic transcript and other supporting documents relevant information to students in a timely and accurate manner To improve the quality and efficiency of the service It is also consistent with Li Yan and Fu Jing (2022: 11-13) who said that the management of student status in higher vocational colleges To be effective it is necessary to keep the student at the center. Listen to student suggestions and respond to the needs of students and society.

2.2) Management of university life A good management system and standardized processes have been established. A detailed management system has been established, various management responsibilities have been established, and various operating procedures have been clarified to ensure the orderly operation of university life management. Strengthen the creation of university culture, in line with Yan Lingyu and Wang Jie (2023: 16-18) who said that managing student life in higher vocational colleges in the modern era must carry out cultural and sports activities. Actively create a good cultural atmosphere of the university and stimulate students' enthusiasm for learning and living, guaranteeing high quality services. In addition, Zhu Wenxiang (2018: 245) said that life management Students in educational institutions must also be provided with a comfortable and safe dormitory environment. It provides nutritious and healthy food and a safe and reliable campus environment to provide students with their life needs. Strengthen safety management capabilities and emergency response Create a good safety management system and emergency plan. Strengthen education and Safety training and improve the level of safety management of educational institutions and competence. in response to emergencies

2.3) Management of extracurricular activities Good activity management mechanisms and processes have been created. The responsibilities of the department are clarified. Management and various work procedures To make event planning The organization of activities, operations and evaluations are carried out in an orderly manner. The abilities of the faculty are strengthened. Cultivate planning ability and management of professional activities Improve professional quality and management level of teachers and provide full support for the development of extracurricular activities.smoothly Actively expand activity resources Strengthen cooperation with non-university institutions and organizations. Make full use of external resources enriching the content of extracurricular activities and increase interest in activities Pay attention to the variety and relevance of activities based on your interests. Hobbies and needs of students, the college organizes a wide range of extra-curricular activities including cultural activities. Sports and entertainment educational technology volunteer services and other aspects to meet the needs of different students strengthen public relations and promote various activities through channels and methods such as college bulletin boards. Social media College radio, etc. Extracurricular activities has been widely published and

promoted, in line with Hu Shuxian (2018: 40-43) who said that extracurricular activities are important for student learning Therefore, universities must organize extracurricular activities for students and must be an activity that students are interested in So that students can adapt to society and have careers in the future and is consistent with Liu Minglong (2018: 39) who said that extracurricular activities for students must be supported in order to increase their abilities. Students' abilities and the activities organized must be organized according to the needs of the students. Therefore, activities should be organized. Regularly extracurricular

2.4) Management of rewards and punishments A good reward and punishment management system has been established. Detailed management rules regarding rewards and penalties are established. Clarifying management responsibilities and various operating procedures clearly and guarantee the orderly progress of rewards and punishments, strengthen public relations and education work Promote policies and standards for rewards and punishments. to students via the college's website bulletin board Classroom meetings, etc. and strengthen consciousness and normative awareness of students Create a fair and equitable evaluation mechanism and set standards and the evaluation process for awarding rewards and punishments is carried out according to the specified procedures and standards. Strictly and ensure the fairness and power of rewards and punishments, pay attention to the educational function of punishments. While punishing, psychological counseling should be provided for students. Guide students to recognize and correct Mistakes and cultivate good behavioral habits Morality and correct values are in line with Guo Yuhua (2024: 3) who said that student affairs management must focus on rewards and setting rules for students. students in order to stimulate students' interest in learning and set behavioral standards for students, in line with Ren Yanfang（2014: 179) That said, administrators in vocational colleges should create incentives for Students, through the reward system, promote policies and standards for rewards and punishments for students. So that students can perform their jobs better.

2.5) In terms of mental health management and counseling, there is a comprehensive mental health service system. Prepare professional mental health practitioners. There is a strong network of mental health services and provide comprehensive mental health services and various levels Education is strengthened and public relations on mental health Conduct a variety of targeted mental health education activities such as lectures, bulletin boards, themed meetings, etc., to improve students' mental health awareness and ability to protect themselves. Create a counseling hotline Psychology and online counseling platform Providing 24-hour psychological counseling services to students, in line with Lu Jie (2023: 58-61) who said that managing students' mental health requires using internet platforms to expand psychological counseling channels. So that students can receive help at any time, and create a mental health data recording system. Regularly monitor and evaluate students' mental health conditions. This is in line with Guo Yuhua (2024: 7) who said that managing students' mental health requires providing personal services for psychological counseling. Strengthen the creation of teaching personnel and interdisciplinary cooperation. Train and mentor professional mental health practitioners. Strengthen cooperation in psychology and other disciplines, related and improve the professionalism and effectiveness of mental health services.

2.6) Occupation management and career planning A good employment guidance system has been created. A professional employment guidance team has been established. Carry out employment guidance activities at many levels and in many formats and provide personalized advice according to the needs of different students. Strengthen the creation of internship training bases Build collaborative relationships in training Stable internships with various organizations Open training position various internships and provide opportunities for students to receive more practical training. Create a complete employment information platform Create a platform to disseminate employment information. Integrate various employment data sources Provide timely and accurate employment information and facilitate students to obtain

employment information, actively expand projects, cooperation between colleges and enterprises, carry out in-depth cooperation with enterprises. Immediately improve employment management tasks and continuously improve the quality and effectiveness of services, in line with Zhou Xinjie (2023: 116-118) who said that management

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